

Home Furnishings Calendar 1951

JANUARY

FEBRUARY

MARCH

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR is happy to announce that Alice Kline, noted food and
* home economics expert, has joined its staff as Food Editor. All news and infor-
* mation concerning food and allied fields should be sent to HOME FURNISHINGS CAL-
* ENDAR, 9 East 46th Street, New York 17, N.Y., for free listing, up to six weeks
* in advance of the date of publication.

* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food;
* G - Gardens; HF - Home Furnishings; M - Miscellaneous.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 31- Sept. '51	OLD AND CONTEMPORARY WEDGWOOD EXHIBIT	JOSIAH WEDGWOOD & SONS INC.	34 WIGMORE ST. LONDON, ENGLAND
	<u>HF.</u> For the first time in more than 100 years a large and representative collection of Wedgwood is on exhibit in conjunction with the national celebration of the Festival of Britain. The show incorporates 300 examples of old and contemporary shapes and patterns and is devoted chiefly to the works of Josiah Wedgwood, F.R.S. (1730-1795). Contact: Annie Reese, PL.9-3950.		
Thursday May 31	NEW PRODUCT	NESCO, INC.	CHICAGO, ILLINOIS
	<u>HF.</u> This company introduces a new "no tip, no tilt" oval water pail. Designed to accommodate new wide sponge-rubber mops and to fit on stairs or ladder platforms without spillage danger from overhang. Contact: Public Relations Dept., Nesco, Inc., 201 N. Michigan Avenue, Chicago 1, Ill.		
Friday June 1 9:00 A.M.- 11:00 A.M.	PRESS BREAKFAST PREVIEW	WAVERLY FABRICS	60 WEST 40TH STREET
	<u>HF.</u> The press is invited to preview new room settings showing Waverly's late summer and fall fabrics. Margaret Riley, Waverly Stylist, will be hostess and will explain the ideas behind these new designs. On the 10th floor. Publicity: Ruth Maybank, Philip Schuyler, MU.3-7950 or LE. 2-7800.		
June 1-30	F. DAIRY MONTH. SPONSOR: NATL. DAIRY COUNCIL, 111 N. CANAL, CHICAGO, ILL.		
June 1- June 30	F. ICE CREAM FESTIVAL. SPONSOR: AMERICAN DAIRY ASSN., 20 N. WACKER DR. BLDG., CHICAGO 6, ILLINOIS.		
June 1- June 17	<u>HF.</u> GERMAN HANDICRAFT FAIR, MUNICH, GERMANY. CONTACT: M. HALBE, THEREIENHOLKE 14, MUNICH 12, GERMANY.		

WEEK BEGINNING MONDAY, JUNE 4, 1951

June 4- M. RADIO-TELEVISION MFRS. ASSN. NATL. MEETING, STEVENS HOTEL, CHICAGO, ILL.
June 7 CONTACT: JAMES D. SECREST, 1317 F. ST., N.W., WASHINGTON, D. C.

Monday PRESS OPENING ROBERT BARKBER 6 EAST 53RD STREET
June 4 HF. Showing of an exclusive new line of contemporary furniture and ac-
2:00 P.M. cessories by Designers Tony Paul, Alexander F. Styne AID, Joe Martin and
William Evans. By invitation. Publicity: John Redmond Kelly, CO.7-3875.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 4-			
June 8	F. CONFECTIONERY INDUSTRY EXPOSITION, STEVENS HOTEL, CHICAGO, ILLINOIS. CONTACT: CLAPP & POLTAK, 341 MADISON AVENUE, NEW YORK, N.Y.		
June 4-			
June 8	HF. NEW YORK CURTAIN & DRAPERY CLUB MARKET WEEK. CONTACT: PAUL KORN, LUSTRON DRAPERIES, MU. 9-3561.		
Tuesday			
June 5	HF. MEETING OF UPHOLSTERED FURNITURE MANUFACTURERS ASSN, HOTEL McALPIN CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
June 5-			
June 9	F. INTERNATL. CONV. & EXP., NATL. ASSN. OF RETAIL GROCERS, NAVY PIER, CHICAGO, ILL. CONTACT: MRS. R.H. KIEFER, 360 N. MICH. AVE., CHICAGO 1, ILL.		
Tuesday	ANNUAL SPRING PARTY	RESIDENCE LIGHTING FORUM	115 EAST 40TH STREET
June 5	B:HF. Awards will be made to winners of the Lighting Design Competition		
4:30 P.M.-	at this spring party to be held at the Architectural League. Party is		
7:00 P.M.	open to everyone interested in attending. Tickets, \$1.85. Contact: Edith		
Tea	Buchholtz, Commercial Engineering, Westinghouse Lamp Division, Bloomfield,		
	New Jersey. Publicity: Winonah Murphy, JU. 6-2424.		
Wednesday	PRESS	UNITED WALLPAPER	HOTEL PLAZA
June 6	BREAKFAST	& SPECTRUM FABRICS	RENDEZVOUS ROOM
9:30 A.M.	HF. These two firms are jointly introducing a collection of matching		
	wallpapers and fabrics. Contact: Lillian Saland, Spectrum Fabrics,		
	MU. 2-4104 or Claire A. Kohn, United Wallpaper, Mdse. Mart Plaza, Chicago 5.		
Wednesday	PRESS CHAMPAGNE AND	S.P. SKINNER CO. &	SKINNER SHOWROOMS
June 6	SMORGASBORD PARTY	HAMMACHER SCHLEMMER CO.	225 FIFTH AVE., N.Y.
4:00 P.M.	S.P. Skinner & Co., in collaboration with Hammacher Schlemmer are giving a		
	Champagne and Danish Smorgasbord Press Party to introduce "Coral Crown by		
	Pohlenz," a new pottery made of white coral from the bottom of the Baltic		
	Sea. Imported from Denmark and available through S.P. Skinner & Co.		
	Victor Borge will be Guest of Honor. Contact: Peter Pohlenz, 225 Fifth		
	Avenue, MU. 3-2141.		
June 6-			
June 9	F. NATL. CANDY WHOLESALERS ASSN., PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: C. M. McMILLAN, 1425 K-ST., N. W., WASHINGTON 5, D. C.		
June 6-			
June 21	HF. ANTIQUE DEALERS FAIR & EXH. GROSVENOR HSE., PARK LANE, LONDON, ENGLAND CONTACT: CAPT. C.S. PLATTS, ROOM 904 GROSVENOR HOUSE, PARK LANE W.1, LONDON		
Wednesday	CRAFTS EXHIBIT	AMERICA HOUSE	32 EAST 52ND STREET
June 6-			
Sept. 5	HF. The work of young American Craftsmen, 30 years old and under, in		
	ceramics, textiles, metalwork and wood, will be on exhibition. Contact:		
	Mrs. Vanderbilt Webb or Mrs. Audrey Dahlerup, PL. 3-9094.		
Thursday	PRESS PARTY FOR NEW	LEWIS & CONGER	45 ST. AT AVENUE
June 7	HEARTSAVER SHOP		OF THE AMERICAS
5 P.M.-	HF. A welcoming party for press and radio at opening of new "Heartsaver		
7 P.M.	Shop" under the direction of Norman Dine, Sleep Shop conductor. Various		
	aids will be introduced, including a reclining chair, designed to con-		
	serve health. By invitation only. Publ.: Herbert Askwith, VA. 6-2200.		
June 7-			
June 8	M. GENERAL MANAGEMENT CONFERENCE, A.M.A., WALDORF-ASTORIA, NEW YORK, N.Y. CONTACT: J. O. RICE, 330 W. 42ND ST., NEW YORK 18, N. Y.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 9-	<u>M.</u> PADUA INTERNATIONAL SAMPLE FAIR, PADUA, ITALY.		
June 24	CONTACT: SECRETARY VIA N., TOMMASEO 59, PADUA, ITALY.		
June 9-	<u>F.</u> KANSAS FOOD DEALERS MARKET WEEK, TOWN HOUSE HOTEL, KANSAS CITY, KANSAS.		
June 11	CONTACT: C.M. SANDSTROM, 415 BENNETT BLDG., KANSAS CITY, KANSAS.		
June 9-	<u>F.</u> NAT'L ASSN OF RETAIL GROCERS-INT'L CONV. & FOOD EXPOSITION, NAVY PIER, CHIC., ILL. CONTACT: MRS. R.M. KIEFER, 360 N. MICHIGAN AVE., CHICAGO 1.		
June 15			
June 10-	<u>M.</u> BORDEAUX INTERNATIONAL FAIR, BORDEAUX, FRANCE. CONTACT: FOIRE INTERNATIONALE, 69 RUE FAIDHERBE PALAIS DE LA BOURSE, LILLE, FRANCE.		
June 25			
June 10-11	SHABUOTH (JEWISH RELIGIOUS HOLIDAY).		
June 10-	<u>AP.</u> 47TH ANNUAL A.F.A. CONVENTION, CHASE HOTEL, ST. LOUIS, MISSOURI.		
June 13	CONTACT: ADVERTISING FEDERATION OF AMERICA, 330 W. 42ND ST., NEW YORK 18.		
June 10-	<u>HF.</u> INTERNATIONAL TRADE FAIR, BARCELONA, SPAIN.		
June 25	CONTACT: ANTONIO B. CARAGOL, 121 BROAD ST., NEW YORK 4, N.Y.		

WEEK BEGINNING MONDAY, JUNE 11, 1951

Tuesday	PRESS PREVIEW	J.B. SALTERINI CO.	510 EAST 72ND STREET
June 12	<u>HF.</u> A reception and press party in honor of Maurizio Tempestini, Florentine designer and architect, will be held on this date. Cocktails will be served. Publicity: Harold Seisel, PL. 3-3790.		
4:00 P.M.-			
7:00 P.M.			
Thursday	PRESS LUNCHEON AND	SINGER MANUFACTURING CO.	HOTEL PLAZA
June 14	100TH ANNIVERSARY	SINGER SEWING MACHINE CO.	GRAND BALLROOM
12:00 M.			
Luncheon	<u>M.</u> One hundred years of leadership in the manufacture of sewing machines for the home and industry will be celebrated. There will be educational, international and industrial exhibits and a dramatization of 100 years of sewing showing style changes throughout the century. John Cameron Swayze will be commentator. By invitation only. Background material and photographs available in advance for publication with advance deadlines.		
	Contact: Anne Cunningham, Young & Rubicam, 285 Madison Ave., MU. 9-5000.		
June 14-	<u>B.</u> CONSTRUCTION INDUSTRIES EXP. & HOMESHOW, PAN PACIFIC AUDIT, LOS ANGELES,		
June 24	CALIF. CONTACT: CARL F. KRAATZ, 315 W. 9TH ST., LOS ANGELES 15, CALIF.		
June 17	FATHER'S DAY.		
June 17-	<u>F.</u> NATIONAL MEETING, INST. OF FOOD TECHNOLOGISTS, NEW YORKER, N.Y.C.		
June 20	CONTACT: C. S. LAWRENCE, 176 W. ADAMS ST., CHICAGO 3, ILLINOIS.		
June 17-	<u>HF.</u> CHICAGO CURTAIN, DRAPERY, DOMESTICS & LINEN SHOW, HOTEL STEVENS,		
June 22	CHICAGO, ILL. CONTACT: NATL. EXHIBITORS, LANSDALE, PENNSYLVANIA.		
June 17-27	<u>HF.</u> LAMP SHOW, PALMER HOUSE, CHICAGO, ILLINOIS.		
June 17-	<u>HF.</u> FIRST SEATTLE INTERNATL. JAPANESE TRADE FAIR, EDMUNDSON PAVILION,		
July 3	SEATTLE, WASHINGTON.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 17-	F. INSTITUTE OF FOOD TECHNOLOGISTS, NEW YORKER, N.Y.		
June 20	CONTACT: CHAS. S. LAWRENCE, 176 W. ADAMS ST., CHICAGO 3, ILL.		
Monday	INTERNATIONAL HOME	MERCHANDISE MART	CHICAGO
June 18-	FURNISHINGS MARKET	AMERICAN FURN. MART	ILLINOIS
June 28	HF. The annual summer market will be held on these dates. For the convenience of visitors to the Merchandise Mart, a new direction finder has been installed on the 15th floor. Contact: News Bureau, Mdse. Mart.		
Monday	TRADE SHOWING OF	B.G. MESBERG	CONGRESS HOTEL
June 18-	GLASS FURNITURE		CHICAGO, ILLINOIS
June 28	HF. The first trade showing of the new glass occasional furniture designed by Paul McCobb exclusively for The New Era Glass Company, Inc., and distributed by B. G. Mesberg will be held during the Market. As usual, Mr. Mesberg is also showing the Planner Group and the Directional Modern line. Publicity: Virginia Burdick, Public Relations, OR. 4-6462.		
Monday	NEW UPHOLSTERED	THE ARROW	MERCHANDISE MART
June 18-	FURNITURE	UPHOLSTERY COMPANY	CHICAGO 54, ILL.
June 28	HF. New pieces designed by Ernest Herrmann for the Ridgecrest Group, Arrowbilt's contemporary line, will be presented to the trade during the Market. Publicity: Ann Ruggles, Virginia Burdick Pub. Rel., OR. 4-6462.		
June 18-	M. PACIFIC COAST CHAP. OF SOC. OF PLASTICS IND., TAHOE TAVERN, LAKE TAHOE,		
June 20	CAL. CONTACT: LANGDON P. WILLIAMS, 295 MADISON AVENUE, NEW YORK 17, N.Y.		
June 18-	HF. SUMMER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.		
June 28	CONTACT: C. F. CAMPBELL, 427 EAST FULTON ST., GRAND RAPIDS 3, MICHIGAN.		
June 18-	HF. THIRD NEW YORK FLOOR COVERING DISTRIBUTORS' SHOW, TEXTILE BLDG., N.Y.		
June 25	CONTACT: JACK LE CLAIRE, 140 WEST 57TH STREET, NEW YORK, N.Y.		
Tuesday	SPECIAL MEETING: "THE	FASHION GROUP, INC.	LIB. INTERNTL. REL.
June 19	ITALIAN STORY"	CHICAGO, ILLINOIS	351 EAST OHIO ST.
Cocktails	HF. Furniture, fabrics and decorations from New York as well as from Italy will be displayed. Meyric Rogers of Art Institute of Chicago will give a lecture illustrated by slides. Publicity: Mary Means, Carson Pirie Scott & Co., Chicago, Illinois.		
<u>ADVANCE DATES AND NOTICES</u>			
June 21-	B. CONFERENCE, AM. INST. OF ARCHITECTS; N.J. SOC. OF ARCHITECTS; ASBURY		
June 23	PARK, NEW JERSEY. PUBLICITY: SCHNALL & KRUG ASSOC., MU. 2-2657.		
June 23-	HF. LILLE INTERNATIONAL FAIR, LILLE, FRANCE. CONTACT: BOUCHERY, COMM.		
July 8	GEN. COMM. & FOIRE INTERNATL, 69 RUE FAIDHERBE, LILLE, FRANCE.		
June 24-	HF. PANHANDLE MARKET SHOW, HERRING HOTEL, AMARILLO, TEXAS.		
June 25	CONTACT: ANN HOWELL, C/O CHAMBER OF COMMERCE, AMARILLO, TEXAS.		
June 25	E. NATL. APP. & RADIO DLRS. ASSN. PARLEY, STEVENS HOTEL, CHICAGO, ILL.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 25-	<u>E. NATL. CONVENTION ASSOC. POT & KETTLE CLUBS, GEARHART, OREGON.</u>		
June 27	<u>CONTACT: CLARK WRIGHT, MEIER & FRANK CO., PORTLAND, OREGON.</u>		
June 25-	<u>F. CONFERENCE, AMERICAN HOME ECONOMICS ASSN., PUBLIC AUDIT., CLEVELAND, O.</u>		
June 29	<u>CONTACT: MRS. GERTRUDE N. STIEBER, 700 VICTOR BLDG., WASHINGTON 1, D.C.</u>		
Tuesday	<u>HOME ECONOMICS</u>	<u>AMERICAN HOME</u>	<u>PUBLIC AUDITORIUM</u>
June 26-	<u>CONFERENCE</u>	<u>ECONOMICS ASSN.</u>	<u>CLEVELAND, OHIO</u>
June 29	<u>F. At this 42nd Annual Meeting, general sessions will explore ways in which home economists can broaden their understanding of world problems and apply their knowledge for the improvement of family welfare. One special general session will be devoted to a follow-up on the Mid-Century White House Conference for Children and Youth. Contact: Mrs. Gertrude N. Stieber, 700 Victor Bldg., Washington 1, D.C.</u>		
Saturday	<u>CLOSING DATE FOR ENTRIES</u>	<u>GROCERY MFRS. OF AMERICA 205 EAST 42ND STREET</u>	
June 30	<u>F. June 30 is the last date for publication of stories eligible for awards in the annual 1951 Life Line of America Trophy. All entries must reach GMA by July 16th. Publicity: Miss Flanley or Miss Woodward, Flanley & Woodward, MU. 3-3928.</u>		
June 30-	<u>M. INTERNATIONAL TRADE FAIR, DETROIT, MICHIGAN.</u>		
July 15	<u>CONTACT: J. S. COLEMAN, BURROUGHS ADDING MACHINE CO., DETROIT, MICHIGAN.</u>		
July 1-	<u>HF. NEW YORK LAMP SHOW, SUMMER, HOTEL NEW YORKER, N.Y.</u>		
July 6	<u>CONTACT: GEORGE F. LITTLE, MGR., 220 FIFTH AVENUE, N.Y. 1.</u>		
July 1-	<u>HF. NEW YORK SUMMER LAMP SHOW, HOTEL NEW YORKER, NEW YORK.</u>		
July 6	<u>CONTACT: GEORGE F. LITTLE, 220 FIFTH AVENUE, MU. 9-7147.</u>		
Monday	<u>SUMMER WEAVING WORKSHOP</u>	<u>LILI BLUMENAU</u>	<u>53 EAST 9TH STREET</u>
July 2-	<u>HF. Lili Blumenau, member of the Art Department of Teachers College, Columbia University will hold her summer weaving workshop through these dates. Beginners and advanced students accepted. Contact: Lili Blumenau, AL. 4-7363.</u>		
Aug. 14			
July 2-	<u>HF. ARMORY FURNITURE SHOW, 71ST REG. ARMORY, NEW YORK, N. Y.</u>		
July 6	<u>CONTACT: WILLIAM S. ORKIN, CH. 4-0697.</u>		
July 2-	<u>HF. NEW YORK FURNITURE MARKET, MANUFACTURERS' SHOWROOMS, NEW YORK (INCL. JULY 4).</u>		
July 7	<u>CONTACT: LOU SCHNEIDER, NEW YORK FURNITURE EXCHANGE, MU. 5-1160.</u>		
July 2-	<u>HF. NEW YORK CARPET MARKET WEEK.</u>		
July 7	<u>CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.</u>		
July 4	<u>INDEPENDENCE DAY (Wednesday).</u>		
July 4-29	<u>HF. STATE EXHIBITION AND FAIR, HERSHEY MUSEUM, HERSHEY, PENNSYLVANIA.</u>		
Thursday	<u>NEW LINE GLASS FURNITURE</u>	<u>NEW ERA GLASS CO., INC.</u>	<u>315 EAST 47TH STREET</u>
July 5	<u>HF. The new line of occasional glass furniture designed by Paul McCobb exclusively for this company and distributed nationally by B.G. Mesberg, will be presented to the press at this time in arrangements created by Mr. McCobb. Publicity: Virginia Burdick, Virginia Burdick Public Relations, OR. 4-6462.</u>		
4:30 P.M.-			
7:00 P.M.			
Cocktails			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 6	PRESS LUNCHEON	BISSELL CARPET SWEEPER CO.	PARK LANE HOTEL 299 PARK AVENUE
12 Noon	HF. A luncheon for the press will be held on this date. By invitation. More details later. Publicity: Mary Elizabeth Talmadge, MU. 9-5000.		
July 8- July 10	HF. NINTH CALIFORNIA CURTAIN & DRAPERY SHOW, ALEXANDRIA HOTEL, LOS ANGELES CONTACT: J. W. LOCKWOOD, 1151 S. BROADWAY, LOS ANGELES 15, CALIFORNIA.		
July 8- July 11	HF. FOURTH CALIFORNIA LAMP & PICTURE SHOW, BILTMORE HOTEL, LOS ANGELES. CONTACT: WOODY C. KLINGBORG, 1151 SO. BROADWAY, LOS ANGELES, CALIFORNIA.		
July 9- July 13	HF. NAT'L HOUSEWARES & HOME APPLIANCE MFRS. ASSN., AUDIT., ATLANTIC CITY, N.J. CONTACT: A. W. BUDDENBERG, 1402 MERCHANDISE MART, CHICAGO 54, ILL.		
July 9- July 13	HF. LOS ANGELES FURNITURE MARKET, L. S. FURN. MART, 2155 E. 7, LOS ANGELES CONTACT: A. V. MACDONALD, 2155 E. 7TH ST., LOS ANGELES 23, CALIFORNIA.		
Monday July 9- July 21	SOUTHERN FURNITURE AND RUG MARKET HF. The 53rd semi-annual summer market will be held on these dates. Featured in furniture will be novel construction techniques as well as the growing use of knotty pine. Rugs shown will introduce new construc- tions in the synthetic field. On opening day the press will be guests of Exposition Building officials. Contact: Paul Casey, Southern Furniture Exposition Building, High Point, N. C.	EXPOSITION BUILDING	HIGH POINT NORTH CAROLINA
July 9- July 26	M. EXPORT EXHIBITION, BRISTOL, ENGLAND. CONTACT: CHAMBER OF COMMERCE, BRISTOL, ENGLAND.		
July 10-31	HF. FOURTH ANNUAL CRAFTSMEN'S FAIR OF SO. HIGHLANDS, ASHEVILLE, N.C.		
Wednesday July 11 2:00 P.M.- 5:00 P.M.	TOY EXHIBIT M. The fifth annual showing of new designs sponsored by the Toy Guidance Council Inc. Open to the press. Special morning session for photo- graphers. Contact: Melvin Helitzer, MU. 9-0177.	TOY GUIDANCE COUNCIL, INC.	1124 BROADWAY NEW YORK
July 15- July 17	HF. AMARILLO GIFT SHOW, HERRING HOTEL, AMARILLO, TEXAS. CONTACT: ANN HOWELL, c/o CHAMBER OF COMMERCE, AMARILLO, TEXAS.		
July 15- July 17	HF. NATL. ASSN. OF VARIETY STORES TRADE SHOW, DALLAS, TEXAS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
July 15- July 20	HF. NATIONAL CHINA, GLASS AND POTTERY SHOW, HOTEL NEW YORKER, N.Y.C. CONTACT: GEORGE F. LITTLE MANAGEMENT, MU. 9-7147.		
July 16- July 22	HF. EDMONTON EXHIBITION, EXHIBITION GROUNDS, EDMONTON, ALBERTA, CANADA. CONTACT: MISS B. BANNERMAN, EDMONTON GARDENS, EDMONTON, ALBERTA, CANADA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 16- July 20	WESTERN FURNITURE MARKET <u>HF.</u> "Profit Through Change" is the theme of this year's Market. The following special events will be held. Monday, July 16, Furniture Club Dinner Dance at 8 P.M. in the Venetian Room of the Fairmont Hotel. Open to Club members, their manufacturers and furniture retailers. Address Exec. Secty. Furniture Club of Northern Calif., 1355 Market St., San Francisco, Tuesday, July 17, Western Furniture Forum and Dinner at 6 P.M. in Mart Club Auditorium. Open to all members of the furniture industry. Wednesday, July 18, Toy Club Trade Luncheon at 12 noon in Green Room. All members of toy and juvenile goods trade are invited. Address M. Sweyd or Bob Holtermann of the Club. Also on July 18, Western Radio-TV and Appliance Trade Dinner at 6 P.M. in Mart Club Auditorium. Open to all members of trade. Contact: A. Cameron Ball, 1355 Market Street, San Francisco, California.	FURN. EXCHG. & MDSE. MART	SAN FRANCISCO, CAL.
July 22-	<u>HF.</u> KANSAS CITY GIFT SHOW, KANSAS CITY, MISSOURI.		
July 26	CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		
July 22- July 27	<u>HF.</u> NATIONAL DOMESTICS AND LINEN SHOW, NEW YORK, N. Y. CONTACT: G. R. WIGFALL, LANSDALE, PENNSYLVANIA.		
July 22- July 24	<u>HF.</u> CENTRAL WESTERN MKT. ASSN. FASHION WEEK, PAXTON HOTEL, OMAHA, NEBR. CONTACT: DAVE KATZ, PARLOR H, PAXTON HOTEL, OMAHA 2, NEBR.		
July 23- July 26	<u>HF.</u> SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDIT., ATLANTA, GA. CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., N. W. ATLANTA, GA.		
July 23- July 27	<u>HF.</u> NORTHWEST FURNITURE MARKET, SEATTLE, WASHINGTON. CONTACT: A. M. CARNEY, 1803 N. LIFE TOWER, SEATTLE, WASHINGTON.		
July 23- July 28	<u>HF.</u> SASKATOON INDUSTRIAL EXHIBITION, EXHIBITION GROUNDS, SASKATOON, CAN. CONTACT: S. N. MACEACHERN, BESSBOROUGH HOTEL, SASKATOON, SASK., CANADA.		
July 27-29	<u>HF.</u> HERSHEY FAIR, HERSHEY GOLF CLUB, HERSHEY, PENNSYLVANIA.		
July 29- Aug. 3	<u>M.</u> NATIONAL LUGGAGE & LEATHER GOODS SHOW, NEW YORKER HOTEL. CONTACT: JACK CITRONBAUM, 220 FIFTH AVENUE, NEW YORK.		
July 30- Aug. 10	<u>HF.</u> CHICAGO GIFT SHOW, PALMER & LA SALLE, CHICAGO, ILLINOIS. CONTACT: GEORGE F. LITTLE, 220 FIFTH AVENUE, NEW YORK 1, N. Y.		
July 30- Aug. 11	<u>HF.</u> GIFT SHOW & CHINA GLASSWARE & POTTERY MKT., MERCHANDISING MART, CHI. CONTACT: ROBERT B. JOHNSON, MERCHANDISE MART, CHICAGO 54, ILL.		

MUSEUM, GALLERY & GARDEN NEWS

June 6- June 10	G. PORTLAND ROSE FESTIVAL, PORTLAND, OREGON. CONTACT: L. W. MALLETT, 290 MULTNOMAH HOTEL, PORTLAND, OREGON.		
June 27- June 28	G. LILY SHOW, HORTICULTURAL SOC. OF N.Y., ESSEX HOUSE, NEW YORK CITY. CONTACT: R. B. FARNHAM, PL. 7-1905.		
Monday July 2- July 25	FURNITURE EXHIBIT <u>HF.</u> For the Herman Miller Furniture Co., an exhibit of contemporary furniture design by Eames, Nelson and Noguchi. Contact: George D. Culler, Director, Akron Art Institute, 69 East Market Street, Akron 5, Ohio.	AKRON ART INST.	AKRON, OHIO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 3-	LE CORBUSIER EXHIBIT	MUSEUM OF MODERN ART	11 WEST 53RD STREET NEW YORK
Aug. 12	M. An exhibit of painting, architecture and design by Le Corbusier will be held on these dates on the first floor. Publicity: Betty Chamberlain, CI. 5-8900.		
Monday July 9	SUMMER SCHOOL PROGRAM	BROOKLYN MUSEUM ART SCHOOL	EASTERN PARKWAY BROOKLYN 17
<p>M. The program starts on this date and includes, for the first time, a summer course in Sculpture to be taught by Guest Instructor Hugo Robus, Winner of the 1950 Widener Gold Medal for Sculpture at the Pennsylvania Academy of Fine Arts. Other courses are in Life Drawing, Etching & Engraving and Lettering and Layout. Registration now open for all classes at the School Office from 10:00 A.M. to 4 P.M. daily, Mon. through Fri. Contact: Art School Office, NE. 8-4472.</p>			

EDITORIAL REQUIREMENTS

For Oregonian Hostess House, S.W. Broadway & Columbia, Portland, Oregon. Food releases featuring attractive recipes, information on new food products or new uses of familiar products. Brand names are not used in the columns, although women are invited to call in for brand names and outlets. Illustrations should be 8 x 10 glossies. Still shots are preferred except where action is essential to product demonstration. Address: Nancy Morris.

PERSONNEL CHANGES AND ADDITIONS

American Home, 444 Madison Avenue, New York 22, N.Y.

Eleanor Jones is now Food Editor replacing Jane Wagner.

Family Circle, 25 West 45th Street, New York 19, N.Y.

Lorraine Stout is the new Assistant Food Editor.

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HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishing and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay \$25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor

Zelda K. Schiller, Circulation Manager

Hilda Kassell, Promotion Director

Alice Kline, Food Editor

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